



**Name of Unit:**

**Address:**



**Prepared by:**

# BIZASTRA

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## ABOUT THE PROJECT:

Name of the company:	
Registered Address:	
Constitution:	
GST Registration Number	
Names of the Proprietor / Directors:	
Date of Commencement:	
Products:	
Existing Banker:	

## ABOUT THE PROMOTER:

Name of the promoter	
Address of the promoter	
Designation	

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## INTRODUCTION

Jaggery also popularly known as “Gur” is a traditional unrefined sugar consumed on a large scale in India. This industry has been considered as one of the small scale and cottage industry in India. Jaggery contains iron, calcium, phosphorous, glucose fructose, protein and fat. Sugarcane cultivation is done on around 4 million hectares of land in India and its production has fluctuated between 230-300 million tons in past several years. The 250 billion sugar industry has about 450 sugar mills in India with an average installed capacity of 18 million tons. India is the largest consumer of sugar and second largest producer in the world. Gur is produced all over the country, wherever sugarcane is produced. Similarly, it is consumed in all parts of country. Product is seasonal in nature i.e. it’s production takes place only during November to April in a year but its consumption takes place throughout the year.

## PRODUCT AND ITS BENEFITS

Jaggery is a sweetener that's becoming popular as a "healthy" replacement for sugar. Jaggery is versatile. It can be grated or broken up, and then used as a replacement for refined sugar in any food or drink. In India, it's often mixed with foods like coconuts, peanuts and condensed milk to make traditional desserts and candies. These include jaggery cake and chakkara pongal, a dessert made from rice and milk. Jaggery is popularly known as the “medicinal sugar” and is nutritionally comparable with honey. It has been used as a sweetener in Ayurvedic Medicine for 3000 years.

Benefits of Jaggery:

- Detoxes liver
- Boosts immunity
- Blood Purifier
- Cleanses the body
- Cools the stomach
- Controls blood Pressure
- Relieves joint pain

## MARKET POTENTIAL

- One reason jaggery is gaining popularity is the belief that it is more nutritious than refined white sugar. It is also claimed to have various health benefits.
- More than 70% of the total world jaggery production is done in India.
- As the major producer of Jaggery, the country has recognized as one of the leading traders and exporters of Jaggery to the world.
- India exported 3, 13,826.00 MT of jaggery and confectionery products to the world for the worth of Rs. 1,606.08 crores/ 230.03 USD Millions during the year 2018-19.
- The major export destinations (2018-19) are Sri Lanka, Nepal, Benin, USA and Indonesia.
- The Indian jaggery industry is self-sufficient in its vigour needs and also makes surplus exportable power.



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## RAW MATERIAL REQUIREMENTS

Sr No.	RAW MATERIAL
1	Sugar cane
2	
3	
4	



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## MANPOWER REQUIREMENT

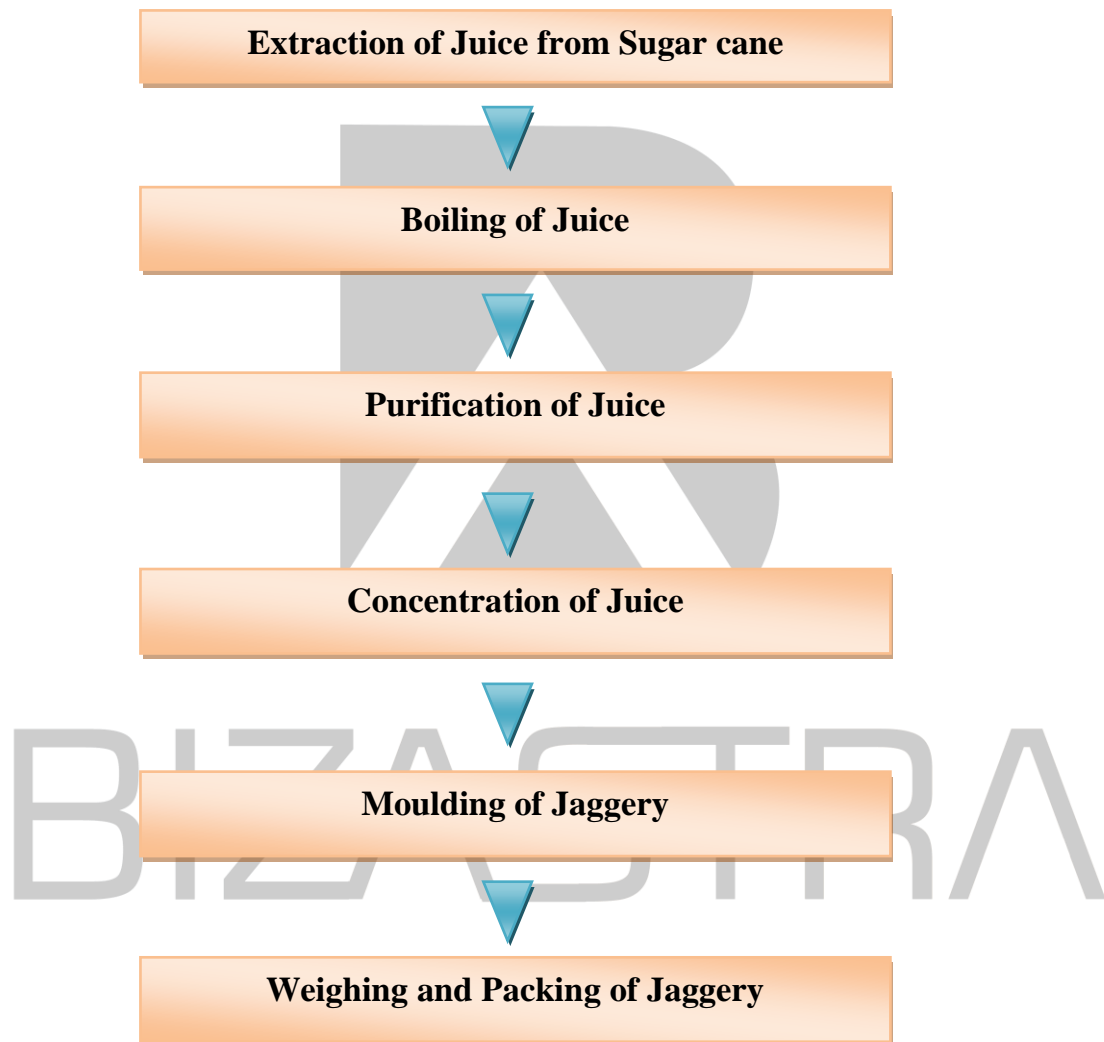
<b>PARTICULARS</b>	<b>NUMBEROF EMPLOYEES</b>
Technical Staff	
Administrative Staff	
Marketing Staff	
Labour	
<b>Total</b>	



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## MANUFACTURING PROCESS

The following is the process used for manufacturing of Packaged drinking water:





## PROJECT COST AND MEANS OF FINANCE

### Project cost

Sr. no	Costing heads	Amount (Rs. In lakhs)
1	Land & Development	
2	Factory Building	
3	Plant and Machinery	
4	Furniture & fixtures	
5	Electrical Installation	
6	Computer , IP assets & Software	
7	Tools & equipment	
	<b>Total</b>	

### Means of finance

Sr. no	Particulars	Amount (Rs. In lakhs)
1	Own capital	
2	Working capital loan	
3	Term Loan from Bank	
4	Internal accrual &reserves	
5	Unsecured loans	
	<b>Total</b>	

## LIST OF EQUIPMENTS REQUIRED

Sr. No	Name of Equipment	Amount (Rs. In lakhs)
1		
2		
3		



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## S.W.O.T ANALYSIS

<p style="text-align: center;"><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"><li>• High quality product</li><li>• Latest machinery and technologies</li><li>• Expanding industry</li></ul>	<p style="text-align: center;"><b><u>WEAKNESS</u></b></p> <ul style="list-style-type: none"><li>• Lack of proper advertising</li><li>• New in the market</li><li>• Limited distribution network</li></ul>
<p style="text-align: center;"><b><u>OPPORTUNITIES</u></b></p> <ul style="list-style-type: none"><li>• Larger Market</li><li>• High demand</li><li>• Online marketing</li></ul>	<p style="text-align: center;"><b><u>THREATS</u></b></p> <ul style="list-style-type: none"><li>• Competitor rivalry</li><li>• Substitutes</li><li>• Price wars with competitors.</li></ul>

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## RISK ANALYSIS AND MITIGATION STRATEGY

<b>BUSINESS RISK - LOW</b>	As the project is not very big the risk covered under the same is LOW.
<b>ENVIRONMENTAL RISK</b>	The environmental risk can be classified as LOW as the unit is taking proper precautions and following all the regulations and remains compliant with all environment related laws.
<b>FINANCIAL RISK</b>	The Financial Risk can be classified as MEDIUM since the project is dependent on the finances availed from the bank. But since the jaggery has good demand in the market, the revenue generation would be at a good pace.

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## FUTURE OUTLOOK

Jaggery producing industries are profitable if the quality of Gur is maintained. With the development of these industry problems like unemployment, low level of education could be alleviated. On macro level, this industry could export more and more good quality Gur with proper dedication towards research and development. Jaggery being a healthier substitute to sugar will have a good growth rate in the coming years. The Indian jaggery industry is a key driver of rural development, supporting India's economic growth. The industry is inherently inclusive supporting over 50 million farmers and their families, along with workers and entrepreneurs of almost 500 mills, apart from a host of wholesalers and distributors spread across the country.



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